

The Fashion Production Association and Service Learning

A Thesis

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By

Kristin Andria Sawyer

The Ohio State University

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Thesis Examination Committee:

Dr. Nancy Ann Rudd

Kathleen Whitman

Approved by:

Dr. Nancy Ann Rudd

Associate Professor

College of Education and

Human Ecology

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Vita

February 20, 1990.....Born- Middletown, Ohio

2004-2008.....Middletown High School

2008-2012.....Bachelor of Science, Fashion and
Retail Studies, The Ohio State
University

Fields of Study

Major Field: Fashion and Retail Studies, Department of Consumer Sciences,
College of Education and Human Ecology

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Chapter 1

Introduction

The Fashion Production Association (FPA) at The Ohio State University is a student organization, which culminates in an original design show at the end of each year. What spectators may not know is that special event planning, like FPA's design show, can have a higher purpose than the actual event itself. FPA has been a major part of my life from 2008-2012, and when I first joined the group, I did not realize that service learning and giving back to the community would be aspects that I would benefit from toward my future endeavors. Students are encouraged to make the most out of every opportunity available in FPA, including the benefits of service learning. Each person comes out gaining more knowledge than he or she thought they would, while building a foundation to lifelong Corporate Social Responsibility and service learning.

The goals of this honor's project are to:

1. Explain all aspects of the Fashion Production Association at The Ohio State University and the process of planning and organizing a special event.
2. Express the importance of service learning in FPA, and show how we give back and come out with more from the entire experience.
3. Justify how service learning will benefit student's future in the work world and help establish the value of lifelong corporate social responsibility.

Research Questions to Answer Questions 2 and 3

1. Why do the vendors and companies who donate to the FPA silent auction stay loyal to FPA and support the charities we choose?
2. What is the selection process for choosing a specific charity? How is one charity decided on?
3. What appeals to students in FPA about donating toward a charity? What appeals to vendors and companies about donating toward a charity?
4. Is the service learning aspect understood by the special event audience?

Chapter 2

Literature Review

National Service Learning

What is service learning?

Service learning is a teaching and learning strategy, which incorporates meaningful community service while instructing and reflecting to enrich the learning experience, teach civic responsibility, and strengthen communities (National Service-Learning Clearinghouse, 2012). Service learning engages young people and students from kindergarteners to college students. They are able to use and apply what they learn in the classroom to solve real-world problems. They become actively contributing citizens and community members through the service they choose to perform. It is an opportunity to become involved in a transformative experience, from not knowing much about investing in the community, to learning the importance of giving back and paying it forward. Service learning can be applied in a number of settings, including schools, universities, community based, and faith-based organizations. It may involve a group of students, a classroom, or an entire school. Students build character and become active participants as they work in their school and community. Service projects are commonly carried out in different areas such as education, public safety, and the environment. The projects selected can address the concerns, needs, and hopes of communities and even open students' eyes to other cultures and countries in need.

Throughout recent years, service learning has grown rapidly because it is having a major impact on a younger generation and their development. It's a dynamic process,

where students' personal and social growth has merged into both their academic and cognitive development.

The following benefits are identified by the National Service-Learning Clearinghouse (2012).

“When participating in providing a service, it has powerful learning experiences, and they have some common characteristics:

- They are positive, meaningful and real to the participants.
- They involve cooperative rather than competitive experiences and promote skills associated with teamwork and community involvement and citizenship.
- They address complex problems in complex settings rather than simplified problems in isolation.
- They offer opportunities to engage in problem solving by requiring participants to gain knowledge of the specific context of their service-learning activity and community challenges.
- As a result, service learning offers powerful opportunities to acquire the habits of critical thinking.
- They promote deeper learning because the results are immediate and uncontrived.
- Service-learning is more likely to be personally meaningful to participants and to challenge values as well as ideas” (National Service-Learning Clearinghouse, 2012).

Why Districts, Schools, and Classrooms Should Practice Service-Learning

As I interpret these characteristics into operational objectives for the classroom, I offer the following points and include my paraphrasing of how each is met:

1. “Leads to student engagement and incorporates research.”

Students who participate in high quality service learning experiences become more engaged in learning with the motivation to learn. Service learning is a meaningful activity that can be relevant to students' lives and provides for every student to be successful and learn how to transfer those skills into real life settings.

2. “Can help students improve academically.”

Students can show gains of academic achievement when taking part in service learning. Academic benefits of service learning come when teachers and advisors tie service activities to learning objectives. The academic gains occur because students have a greater opportunity to explore, engage, and become more involved in tasks.

3. “Helps students improve higher order thinking skills.”

Service learning helps improve higher thinking skills such as analysis, problem solving and decision-making because they are exposed to relevant task that require them to use these types of skills. This benefit can be realized if teachers have an active role in facilitating the understanding of more complex tasks.

4. “Development of important personal and social skills.”

Service learning can have many strong effects on several areas related to character and promoting an ethic of service. Character development occurs because students are given responsibility for the outcomes in service-learning settings and are more likely to engage in joint productive activity. They also develop bonds with adults, providing them with other sources of guidance that can be used for advice. This may make students more likely to continue volunteer work as they get older.

5. “Helps students develop stronger ties to their schools, communities, and society.”

Service learning can establish a sense of civic responsibility to the school, community, and society. It is more likely to occur when teachers and mentors provide instruction, which helps students see the link between their activities and other social institutions such as charities.

6. “Promotes exploration of future career paths.”

Through experiences with service learning, students come into contact with adults in careers that would otherwise not be known to them. For example, students may meet social workers, service workers, government workers, and others who work in the community during their service experience. This is the first time many students are exposed to individuals in the work world and, in turn, can translate into more varied career aspirations.

(National Service-Learning Clearinghouse, 2012)

http://www.servicelearning.org/instant_info/fact_sheets/k-12_facts/why.

These objectives can be met in the college environment through a service learning project such as that incorporated into the annual original design show, planned by FPA each year.

While service learning can serve a higher purpose for FPA, the benefits that students leave the organization with can be turned into lifelong experiences through

Corporate Social Responsibility and students can apply these practices to everyday life in the work world.

Corporate Social Responsibility (CSR)

What is CSR?

Corporate Social Responsibility (CSR) refers to operating a business or organization in a manner that accounts for the social and environmental impact created. It is a commitment to developing policies that incorporate responsible practices into daily business operations and to reporting on progress made toward applying these practices. CSR can also be described by aligning a company or group's activities with the social, economic, and environmental expectations of that said group (As You Sow, 2011). Philanthropy is a major focus of CSR, by committing to protecting and improving the lives of the communities in which companies and organizations do business. This includes monetary donations and aid given to local organizations and impoverished communities in developing countries.

While service learning and CSR do create a positive impact on the community and individuals by giving back, they both also provide many benefits to universities around the world. Specifically speaking, fashion design shows and many events have the opportunity to raise money and give back to the community as well. Whether they choose to do so or not is their own personal choice, so I focused on four different well-known university design shows to be compared: Ryerson University, Iowa State University, Kent State University, and The Ohio State University.

Fashion Design Shows:

Ryerson University- Toronto

Ryerson University, in Toronto, Canada is an international leader in fashion education. They have a well-known design program and a well-known annual design show, but currently have no service learning component. The undergraduate program, which leads to a Bachelor of Design, has two options: Fashion Design and Fashion Communication. In the Fashion Design program, students develop visual and technical knowledge to design and produce garments for a variety of trends. The curriculum creates business and culture-savvy designers for the prêt-a-porter and the couture markets. The Fashion Communication program teaches students to communicate trends and different ideas through photography, illustration, product development, and marketing. Both programs focus on fashion as an art and as a business to challenge students in and out of the classroom (Ryerson: The School of Fashion, 2010)

<http://fashion.ryerson.ca/index.php/index/chairsmmessage>.

These students produce the largest fashion show in Canada, Mass Exodus, attended by nearly 5000 people each spring. The annual design show showcases the collections of the fourth-year design students. Both the design and Fashion Communication students work together to make the show a success. They work over the course of 7 months to present an astonishing design show.

For example, the inspiration for the Ryerson Design Show in 2011 was Zenith + Nadir. The show followed a storyline of Nadir, the dark, unknown side, and Zenith, the enlightened wonder. The fantastical theme was created to leave the spectators with their

own sense of personal reflection into what is all around and in between our reality. There was an array of different themes within the idea of “beauty is in the eye of the beholder.” Twenty Ryerson’s Design students use their skills to create their own collection of 5 pieces.

Aside from the show, Ryerson also created its very first fashion magazine, specifically for the design show. It included designs and write-ups on each featured designer. The set of Mass Exodus was beautifully decorated, yet minimal. Sharp architectural, and angular structures adorned the stage setup, protruding from the ground and ceiling as a background for the runway. It was simple, but dimensional. A short film also played at the beginning and during the show, and music played throughout the show (Faze Magazine, 2011).

Iowa State University

Iowa State University’s students, staff and faculty are on the cutting edge of education in the fashion industry. The students are taught by some of the best experts in the field, use high-tech equipment, and the students have the opportunity to model in, design for, or produce the annual Fashion Show—one of the largest fashion shows, produced by students, in the nation. Iowa State University creates a fashion show each year, where any major can apply to work on the Fashion Show committee, or apply to be a producer, assistant producer, or director. Nearly 2,500 people each year from Iowa and out of state pack the CY Stephens auditorium on campus. Students work under the leadership of the student assistant producers and directors, as well as faculty advisors, Natalie Gendle and Sarah Bennett, as either the design or production committee and gain

valuable experience for their professional portfolios and future careers. (Iowa State University Fashion Show Committees at <http://www.aeshm.hs.iastate.edu/fashion-show/get-involved/committees/>). The Fashion Show is a major event for Iowa State campus community, and various committees are working within the Ames and Iowa State communities to connect with alumni and residents. The Fashion Show has previously been active in service learning:

- In 2011, the Alumni and Industry Relations committee held a philanthropy event, which gathered nearly \$375 in cash and gift cards. They also donated 1130 food and personal items to donate to the ACCES women's shelter in Ames.
- Ayden Lee, a local Ames business, proposed to choose a garment from The Fashion Show 2011, to place in production so she could actually sell the garment at her store. The PR committee connected Ayden Lee with the student designer of the chosen garment.
- Natalie Sanger Gendle, Fashion Show faculty advisor, visited the Central Iowa Sewing Guild to give a presentation on the planning of the Fashion Show and their impact at Iowa State.

The Fashion Show also asks alumni judges and designers to be a part of the show. These former students have gone on to have successful careers in design, production, and merchandising. Each year, four alums of the program are asked to be guest judges of the garments, and asked to give each student critique and encouragement. A guest designer is also invited each year to be a part of the show festivities. Some former designers Iowa State has hosted include:

- Matthew Christopher, CEO, chief designer, and creative director for Matthew Christopher, Inc., a couture bridal fashion house and manufacturer in New York City and Iowa
- Todd Synder, former Vice President of Menswear Design for J.Crew and co-founder of Tailgate Clothing, Co.
- Mansoor Amjed, a designer for women's wovens at Marc by Marc Jacobs
- Katherine Noyes, designer for her own women's clothing label
- Kristine Eikenbary, head designer for both Flip and Seduis
- Marck Marcellus, CEO and head designer for The Denim Factory

(Iowa State University: About Fashion Show, 2012)

<http://www.aeshm.hs.iastate.edu/fashion-show/about-fashion-show/>.

Kent State University

Kent State University is recognized as one of the top Fashion Schools in the United States (Kent State University: The Fashion School, online). The currently have no service learning component but are considering it for the future. They provide comprehensive American university experience, a rigorous curriculum in fashion, and access to a range of international and study abroad experiences. The Shannon Rodgers and Jerry Silverman School of Fashion Design and Merchandising was created at Kent State in 1983. Rodgers and Silverman gifted their entire collection of high fashion garments, from the 18th century to the present day, which helped create the Kent State University Museum.

The annual design show at Kent State takes place in the Spring where design students design garments for a runway show. Students begin planning for the event in January, and are involved in all aspects of the show, from hosting fundraising events to selecting the accessories the models wear. Two senior co-producers head a team of directors, who oversee their own committees. Each committee is made up of students from a variety of

ages and majors. The annual program allows both models and designers to display their talents in the culmination of a design show. In 2011, for the first time in history, students in the fashion school had complete control of the annual fashion show and portfolio event (E-Inside, Annual Kent State Fashion Event)

<http://einside.kent.edu/?type=art&id=92777>.

The Ohio State University

At The Ohio State University, The Fashion Production Association creates a student-run design show to showcase the design talent of students in The Fashion and Retail Studies major and in other majors on campus. A main value that the students are taught each year is through service learning by giving back to the community. Every year FPA donates all the money earned to a charity of choice to help enrich the learning experience and show there is more to planning a special event than the actual event itself. FPA believes integrating meaningful community service while preparing and planning for the design show all year helps to enrich the learning experience and bring learning opportunities out into the community. It allows the students in the organization to create an authentic connection between what they learn in the group and what is happening in the community, while also enhancing critical thinking and teamwork skills. Service learning provides a positive impact on the community served through direct and indirect services. In past years, FPA has donated the silent auction money to many different charities and funds. In 2008, they donated to the James Cancer hospital at OSU to be used to further Breast Cancer Research and to the Davis Heart Research Center at OSU for Heart Research. In 2009, the money was donated to the Michelle Lynn Dauterman Fund to upgrade old hardware and software in the Dauterman CAD lab at OSU. In 2010, FPA

gave the donations to the Multiple Sclerosis Foundation In 2011; they provided money to Thirst Relief International to ensure clean drinking water in Third World countries. The total amount raised was \$1376, which provided clean drinking water for 98 people. In 2012 FPA will donate the money made (Estimated to be \$2000) from the silent auction to Shriners' Hospital for Children, an organization that supports burn units in hospitals nationwide.

Chapter 3

Introduction of FPA

The Fashion Production Association at The Ohio State University is a hands-on student organization, which gives students the opportunity to publicly display their abilities in apparel design, as well as advertising, and special event production, through a public fashion show or exhibition at the end of each school year. Being an active member in the group gives students the opportunity to gain experience in the production and planning of a design show.

To better organize tasks, work is split up into committees: design, production, silent auction, marketing and advertising. Some smaller, but equally important, committees in the group are: “day of” committee, program committee, hair and make-up, and model coordination.

Executive Team: President, Director of Production, Director of Design, Director of Marketing, Special Events Coordinator, and Faculty Advisor/Director Dr. Nancy Ann Rudd

Designers

The designers are the main attraction of the design show each year. They work extremely hard during the year to create inspiration boards for their garments to reflect the theme of the show for that particular year. The sketches are reviewed far in advance and receive crucial feedback from their peers and by course professor and founder of the organization, Dr. Nancy Ann Rudd. Each of the designer’s garments will fit in a certain

“act” of the show. Different “acts” are created to keep the show organized and exciting by changing up the scene. The students then create and sew their garments throughout the year and hold fitting sessions with their models to ensure proper fit for the day of the show.

Production Team

The production committee includes all of the students who actually put on the design show. They base the production elements around the theme of the show to turn the location into an exciting atmosphere. This group comprises all of the sub-committees that are involved in carrying out the show in its entirety: “day-of” committee, programs, tickets, hair and make-up, and model coordination, marketing and advertising, and silent auction.

1) “Day-Of” Committee

The “day-of” committee works a year in advance to book the location and date of the design show. They work closely with an event coordinator to figure out all of the fundamentals that make up the actual day of the show. The lighting, stage, backdrop, music, seating, tables and chairs, catering, and the actual schedule are all decided on throughout the year to carry out one concrete vision.

2) Program and Ticket Committee

The program and ticket committee works very closely with the members of production so they can create a complete program to pass out to attendees on the day of the show. They also design the tickets sold. Both of these need careful consideration to

help visually support the show's theme. Programs help explain what FPA is along with highlighting the student's pictures and participation in the show. It also has a description of the charity we donate the money to and what they stand for as a charity, providing students with the value of service learning.

3) Hair and Make-up Committee

The hair and make-up committee is responsible for finding companies such as Paul Mitchell or Aveda to offer their services free-of-charge toward the show. They are professionals in hair and make-up who create looks that reflect the theme, and also reflect the designer's vision for his or her model. Designers sketch ideas that are given to the make-up artists, to communicate the vision of their ideas. The companies receive credit in the design show program, showing they were a proud sponsor for the show.

4) Model Committee

The model committee is accountable for finding models to be a part of the design show. While some designers find their own models, there are many who need help to find models that match their end vision in terms of the design and theme of their garments. The models come in all shapes, sizes and ethnicities to promote individuality and beauty.

5) Marketing and Advertising Committee

The marketing and advertising group is in charge of all publicity, advertising, and planning events all year long to raise money for the group. These dedicated students take charge in finding advertisers throughout Columbus. Flyers are also created to be passed

out around Columbus to promote the show. The committee organizes additional events throughout the year to help fund money for the organization to use toward the show.

6) Silent Auction Committee

The silent auction committee organizes the auction on the day of the design show to create an aspect of the show that engages the guests before the show starts and raises money for a charity of choice the group decides on at the beginning of the year. They also reach out to vendors and donors who are interested in donating items to the silent auction. The silent auction is a fun way to entertain the design show attendees, but more importantly, provides the students with an opportunity in service learning and corporate social responsibility.

Chapter 4

FPA Annual Design Shows: 2008-2012

The theme affects the atmosphere of the venue and “sets the stage” (stage, layout, lighting, backdrop, music, catering, schedule).

2008: The Phoenix Rises

The Phoenix Rises, which took place at the Recreation and Physical Activity Center at Ohio State, had four different acts in the design show. The acts included: the Pink act, representing the Pink Ribbon Campaign (Breast Cancer Awareness); the Red act, for the Red Dress Campaign (Heart Disease Awareness); the Memory Act, symbolizing the memories of these women; and the Grand Finale act. Items for the silent auction were donated by private artists from an artist collaboration in Charlotte, North Carolina.

2009: Big Screen Fashions

Big Screen Fashions was a standing exhibition design show. The theme was based around films of every genre. Each student based his or her designs around a movie of his or her choice such as Moulin Rouge, The Notebook, Snow White, Cabaret, and Sin City, to name just a few.

The exhibition took place at the Fawcett Center on campus, and each student displayed the garments on dress forms to hold the shape of each design. The designs were based around the film inspiration boards created months in advance. The designers chose a movie to inspire their garments and placed fabrics, photos, places, films, music, etc.,

which best reflected the film of their choice, on a poster board that was displayed next to their design. There was music playing throughout the event with songs of soundtracks from recognizable films. Popcorn and candy were served as a moviegoer's favorite snack to add dimension to the atmosphere.

The silent auction followed the big screen film theme as well. Baskets were prepared around a specific movie, with the actual movie included. For example, the Charlie and the Chocolate Factory basket consisted of the DVD, and multiple kinds of chocolate bars, candies, truffles, and cookies to name a few types. Attendees to the standing exhibition bid on different baskets by filling raffle tickets with their name and phone number. Toward the end of the event, students announced each winner for the baskets, by randomly drawing a name for each. Visuals like film banners and streamers lined the walls and every designer had their own Hollywood "Walk of Fame" star in front of their garment displayed. Their visuals helped make a fun, entertaining "Big Screen Fashions" exhibit.

2010: Pictures at an Exhibition

The Pictures at an Exhibition design show took place at The Ohio Union in the Archie Griffin Ballroom. The show was inspired by an abundance of different art forms from many eras throughout history. The acts included: Watercolor/Impressionist, Street Style, Sculpture, and Black and White Photography. The Watercolor/Impressionist act included garments, in light pastels and flowing fabric, to create a whimsical, flowing, and delicate act. The Street Style act was inspired by casual clothes seen on the street and the youth culture in urban areas. The garments were inspired by hip-hop, graffiti, and bright

colored murals to name just a few. The Sculpture act's garments were inspired by structured pieces and three-dimensional artwork. Sharp edges and hard textures were evident in this act. The finale act, Black and White Photography, included garments that were all black or white, with shades of gray in color, and they exuded a more elegant, formal feeling. The garments were achromatic forms in visual art, compared to the other acts. The music tracks reflected the theme of each different act, so the audience could tell when each act ended and another began. The stage was one long runway, stretching out into the audience. Rows of seats were side-by-side which surrounded the large runway, which the models strutted down. The backdrop of the stage was covered in multiple sizes of antique picture frames, coated in gold spray paint, for one cohesive look. The frames represented the different act of artwork, which reflected the theme "Pictures at an Exhibition."

The silent auction items were donated from different companies, restaurants, and individuals around Ohio, and the silent auction committee created unified baskets around a specific theme. The attendees were able to bid on items in the auction before the show began. The winners were chosen before the design show started, and winners were able to retrieve their baskets and items at the end of the show. Proceeds from the "Pictures at an Exhibition" design show were donated to the Multiple Sclerosis Foundation.

2011: Culture Shock

Culture Shock was a student design, runway show. The show took place in the Ohio Union in the Archie Griffin Ballroom. Culture Shock was based around five different acts

with inspirations from four different cities around the world: Johannesburg, South Africa; Paris, France; Rio de Janeiro, Brazil; Tokyo, Japan; New York, New York.

The Johannesburg act included ethnic, tribal pieces, showcasing the beauty in the city. Creative uses of texture and shape along with African prints were also apparent in this act. The Paris act expressed a more casual, Parisian-chic feeling through the use of loose separates, and soft, flowing fabrics. The Rio de Janeiro act was very festive, bold, and was splashed with bright colors to portray the Brazilian culture. The Tokyo act was mainly influenced by the Harajuku style, adopted by many Japanese teenagers and young adults on the streets of Tokyo. Kimonos, large bows, and vivid prints and colors were a few of the characteristics seen in this act. The New York act was the finale, and every piece was strictly black or white with a possible pop of color. Most of the pieces were evening wear to really separate this act from the other three.

The cultural themes of the cities were expressed and could be seen throughout the venue, stage, background, music, and the silent auction. The high ceilings in the ballroom added to the ambience to create a more formal event. The music changed for each act to reflect the current theme and flow with the garments and models strutting down the runway. The stage was in the shape of a square where the models entered and it formed into one long runway, extending out into the audience, so everyone had a chance to see each garment. The guests' chairs were placed in rows around the runway stage. The backdrop was a silhouette of each of the cities major buildings that truly reflected each destination. Bright accent lights highlighted the background to place emphasis on the intricate piece of work.

The silent auction also followed the cultural theme by donating the proceeds to Thirst Relief International, a water development organization that provides safe, clean drinking water for those in need around the world. The baskets were set-up in the front of the room to attract the attendees as they entered the venue. The silent auction baskets were created around a specific theme, and attendees were able to bid on items before the show began. Different themes included: a Mexican basket, an Italian basket, a pair of Coach and a pair of Ray-Ban sunglasses, and an evening dress donated from Girls in White Dresses to name just a few. The winners were chosen before the design show started, and winners were able to retrieve their baskets and items at the end of the show.* Two representatives came to the design show to promote their cause and played a video on a big screen before the show began, to inform the audience of their purpose.

2012: Step Right Up

Step Right Up was a student design runway show, taking place in the Archie Griffin Ballroom of the Ohio Union. The show was entirely circus inspired and were four main acts: Ready for Circus, the acts and people who prepare for the circus; Vicious Beauty, with student designs inspired by animals you would see in a circus; Ringmaster's Company, including the people who perform during the circus, like tight rope walkers, dancers, etc.; and the Grand Finale, or extreme circus, which will be entirely black and white with vibrant pops of color. There was also be a "Ringmaster" who was the "Master of Ceremonies" for the show, who introduced each act, but the show will also had performance acts in between each runway act. This included a small dance team, baton

* See the list of all Silent Auction items and bids on page 22.

twirlers, and a magician. The audience was set up in a circus like atmosphere, where guests could choose to buy a ticket for the inner ring at \$14 for a closer view of the runway, or they may choose to buy a ticket for the outer ring at \$10. The music corresponded to each different act to help set the mood and invite the guests to sit back and relax for an exciting night at the “circus,” and watch each designer’s model and garment march down the runway. The money from the silent auction this year was given to Shriners Hospital for Children.

Chapter 5

Major Objectives and Operational Guidelines

Goals of organization

The silent auction is a very crucial, interesting, and creative part of the design show, which makes it a major topic of discussion. The auction creates an exciting event inside of the venue that engages and enthuses guests before the show. The silent auction committee organizes all aspects of the silent auction by contacting companies and vendors around Columbus, putting together baskets and other donations before the show in the spring. The underlying value is that it teaches students the importance of giving back to the community by partaking in service learning aspects of the show. Every year FPA donates the money raised to a charity or a fund.

The planning of a successful design show and specifically the silent auction takes a year to pull together, plan, and organize. It is important to first have a goal to help reach personal and professional success. Goal setting is just as important when planning a silent auction type of fundraiser. This includes goals for the number of attendees, the overall dollars raised, the venue, the theme, and the production as a whole. A set goal of FPA is to have more attendees to the show than the previous year. This is possible due to advertising and promoting, but more importantly through word-of-mouth and the people who consistently supported the organization.

As far as the production of the show, such as the venue and theme, FPA learns from what might have not been a great idea in a past show by growing and learning from those mistakes to make the show better each year. The students realize, by putting on a

major event, how to improve and what aspects to change due to feedback from the audience as well as the students who are a part of FPA.

The purpose of the silent auction is to raise as much money as possible every year to donate to the charity of choice. The goal is to increase the money raised each year, to donate more every year. The number of auction items that will be put on display for bids needs to be kept in mind as well. This establishes a foundation for the types of items needed and the vendors who are likely contributors. By putting items in prize bundles and gift baskets, it keeps the event organized, as well as creating themes to reinforce the show. Depending on how many and what types of items are received from vendors and donators, this number may fluctuate up or down.

The Product on Display

Other important aspects of the silent auction are attractive auction items. Auction items get bids when they appeal to the interest of the attendees and the bid matches the money they are willing to spend. The silent auction should have a wide variety of items to meet all attendee's interests. When there are items that appeal to a broad range of interests from wine gifts baskets, to travel, sports tickets, and everything in between, there is a better chance of attendees finding items to bid on. Some donation items you receive for the auction may have a limited audience and will only appeal to certain people. So it is smart to consider putting something with limited interest in a bundle of items or even asking the donor for an alternate item.

FPA Silent Auction 2011		
Item	Starting Bid	Final Bid
Spa Basket	\$30.00	\$45.00
Java Basket	\$35.00	\$50.00
Sushi Fusion Basket	\$40.00	\$55.00
Tour of Italy Basket	\$60.00	\$85.00
Je T'aime Paris Basket	\$20.00	\$30.00
Chocoholic Basket	\$30.00	\$60.00
Girl's Night In Basket	\$40.00	\$70.00
OSU Buckeyes Basket	\$40.00	\$47.00
BBQ Basket	\$25.00	\$30.00
Photograph 1	\$35.00	\$55.00
Photograph 2	\$35.00	\$40.00
Photograph 3	\$35.00	\$45.00
Photograph 4	\$35.00	\$35.00
Photograph 5	\$35.00	\$56.00
Mary Kay Make-Up Collection	\$20.00	\$25.00
Necklace/Earring Set	\$15.00	\$40.00
Tressel Signed Book	\$30.00	\$30.00
Cazuela's Gift Certificates (\$35)	\$10.00	\$30.00
El Vaquero Gift Certificates (\$30)	\$10.00	\$25.00
Ray-Ban Sunglasses	\$50.00	\$80.00
Coach Sunglasses	\$50.00	\$90.00
Shadow Box Live Tickets for Musical Performance	\$20.00	\$25.00
Shadow Box Live Tickets (8 for Evening Show)	\$20.00	\$20.00
Designer Necklace	\$10.00	\$15.00
Cookie Lee Jewelry	\$20.00	\$42.00
Thirst Relief Sterling Silver Bracelet	\$30.00	\$36.00
Priscilla of Boston Red Dress	\$80.00	\$80.00
Scarf 1	\$10.00	\$20.00
Scarf 2	\$10.00	\$10.00
Scarf 3	\$10.00	\$20.00
Scarf 4	\$10.00	\$15.00
Mexican Fiesta Basket	\$50.00	\$60.00
TOTAL		\$1,366.00

Pricing/Price Points

Pricing is a very complex part of the silent auction that takes a lot of planning depending on the items you receive and the types of attendees that will be at the event. One should consider the audience and how much money they would likely be willing to spend on an auction item. Are they likely to spend \$5000 on an exclusive travel package? Or should most of the items be in the \$25-\$100 value range? This is something that needs to be decided. To help determine this, the demographics, type of event, type of experience and results from past FPA fashion shows and exhibitions are drawn from. In most cases, there should be a variety of types of items that fill a range of price points. Then attendees to the event are more likely to find something they are interested in at a price they can afford.

Additional add-on fundraisers have been used in the past and can be used in the future, such as the 50/50 raffle FPA tried for the first time in 2011, to appeal to all interests and give everyone a chance to take something home. The 50/50 raffle is an extra incentive, to raise additional money to donate, which involves the sale of raffle tickets. The proceeds from ticket sales are split evenly between the winner and the organization. It's easy, fun, and the only fundraising expense is the raffle tickets. The organization designates one or two ticket sellers before the show and uses a price incentive for multiple ticket purchases. For example 10 tickets for 5 dollars can often increase the total sales. All ticket stubs are placed in a container from which one lucky winner is drawn. Half of the money is awarded to the winner and the other half goes toward the charity of choice.

Volunteer Support

Volunteer support is another part that makes up the silent auction as a whole. While silent auctions are great fundraisers because they are low cost, they do require a massive amount of hard work. Getting the auction items donated, sorted, priced, and displayed takes quite a bit of time. This is why volunteers are essential to the process. The actual number of volunteers needed depends on how large the auction is going to be. A leader heads the silent auction team, as this is the team's main project. The head of the auction oversees the main parts of hosting a silent auction—acquiring items and the auction set-up and operation. The additional team members help to ensure everything thing runs smoothly; they also contact vendors and donators to ensure a smooth process.

Design Show Attendees and Bidders

The attendees and bidders at the fashion show and silent auction make the auction a success. You must have people attend the event in order to get bidders for the auction. This is where marketing and advertising teams come into the picture. These specific team members are in charge of publicity and making sure people know about the show well in advance with flyers, press releases, articles, and pre-show tickets for sale. Then the silent auction committee can focus on obtaining items and preparing for the auction.

Charities Selected

Every year, FPA chooses a charity to donate the money raised from the silent auction. The executive team, which consists of the president, head of production, head of design, head of “day-of” committee, head of silent auction, and head of marketing and

advertising, collaboratively search for related and deserving charities. They then select a charity that reflects the theme of the design show that particular year.

For example, in 2008 the show was entitled, “The Phoenix Rises,” and was inspired by the Pink Ribbon Campaign (Breast Cancer Awareness) and the Red Dress Campaign (Heart Disease Awareness). That year, the design show donated the silent auction money to the James Cancer hospital at OSU toward Breast Cancer Research and to the Davis Heart Research Center at OSU for Heart Research. \$2000 was donated to each research center, donating a total of \$4000.

In 2009, the “Big Screen Fashions” show was inspired by films of different genres. This standing exhibition show donated the silent auction money to the Michelle Lynn Dauterman Fund to upgrade old hardware and software in the Dauterman CAD lab at OSU. This consisted of 16 new computers and the corresponding design software: Adobe Photoshop and Adobe Illustrator, Corel Designer and Corel Painter, Nedgraphics bundle (Easy Weave, Easy Knit, Easy Coloring, Easy Drape, and Color Reduction), and Product Data Management.

In 2010, the “Pictures at an Exhibition” show was inspired by different periods of art. One of the design students and her sister have Multiple Sclerosis, so FPA donated the \$750 raised to the Multiple Sclerosis Foundation for their research and educational efforts.

In 2011, FPA’s “Culture Shock” show was based around four acts with inspirations from four major cities around the world: Paris, France; Rio de Janeiro, Brazil; Tokyo, Japan; New York, New York. FPA donated the silent auction money

raised to Thirst Relief International to ensure clean drinking water in Third World countries. \$1376 was raised to serve 98 people.

In 2012, the group donated the money from the circus-themed show, “Step Right Up,” to Shriners Hospital for Children. Shriners Hospital for Children has a mission to provide quality care to children with conditions such as burn injuries, cleft lip and palate, spinal cord injury, and other special healthcare needs in a compassionate environment. They conduct research to help discover new methods to improve the quality of care and life. Shriners’ was chosen as the charity for the design show because FPA found the importance in service learning and wants to help through caring for kids. The circus theme is applicable to children because children are the main audience at a circus, and our organization feels this charity is relevant to the circus theme. (NOTE: This show was held this past Saturday night, May 19, 2012, and tentative accounting indicates that \$2000 was raised in the silent auction to be donated to Shriners’ Children’s Hospitals.).

Chapter 6

Methodology, Interview Questions, and Responses

Each year the FPA Executive Team plays a major part in putting on the design show, as well as deciding what charity we will support each year. It is a very dedicated group of members who really push the entire organization to make the show a success. By interviewing the following members, I not only received honest answers but also sincere and genuine answers from a group of enthusiastic and devoted students.

A. Who to Interview:

1) Former and Current FPA Executive Team Members contacted:

2012: Samantha Morgan- President of FPA/Designer

Shane Antolak- Director of Production/Designer

Kristy Filiak- Special Events Coordinator

2011: Erica Clark-Covert- President of FPA/Designer

Chelsea Gilbert- Director of Production/Designer

2010: Alison Bennett- President of FPA/Designer

Nikki Lapine- Director of Production

2) Advisors from Other University Design Shows:

Lisa Bradshaw: Lisa is a fashion school advisor at Iowa State University, and she spoke about their show, how they partake in service learning, and how their show's production is different from Ohio State's production.

Lu Ann Lafrenz: Lu Ann is an Associate Professor for The School of Fashion at Ryerson University. They do not use service learning toward their annual fashion show, but they do partake in it in other ways, and they also have plans pertaining to service learning for the students in the future.

3) Past and Present Vendors, companies who have donated to FPA- Vendor List

Tom Rudd: Tom Rudd donates his wonderful and artistic photographs he takes every year. The photographs always bring in a lot of money for the Silent Auction, and with his wife, Dr. Nancy Rudd, as the head of FPA, he loves supporting the organization each year

Courtney Leister: Courtney is the owner of the Columbus bridal boutique Girls in White Dresses. Each year Leister generously donates a gorgeous gown from her store to bid on for the Silent Auction. She loves supporting FPA because she was a graduate from The Ohio State University with a degree in Textiles and Clothing. She's always willing to help support her alma mater and loves doing so every year.

B. Research Questions

The research questions helped guide me to a conclusion in my research findings. The interview questions are specific questions that were asked to each interviewee, and the answers I received helped me find answers to my specific

research questions. They are well thought out questions to decide what I wanted to know, and to figure out what direction I wanted to take in my study.¹

1. Why do the vendors and companies who donate to the FPA silent auction stay so loyal to FPA and support the charities we choose? Why are we competitive?
2. What is the selection process for choosing a specific charity? How is one charity decided on?
3. What appeals to students in FPA about donating toward a charity? What appeals to vendors and companies about donating toward a charity?
4. Is the service learning aspect understood by the special event audience?

C. Interview Questions and Responses

Officers and Advisors

1. How do you choose a specific charity each year? What is the process?

Samantha Morgan, student and 2011-2012 President of FPA, said:

“We try to pick something close to our hearts, like if someone in the organization has been affected by a sickness or difficulty, then we usually cater to that. Or if it is something that goes directly with our theme, like this year’s Shriner’s hospital goes with our circus theme.”

¹ The first time a respondent is mentioned, the title and year are given. Thereafter, only last name and year of participation are listed.

Shane Antolak, student and 2011-2012 Director of Production, said:

“Typically, we ask for suggestions from the members, but this year the executive team made plans on their own. Because of the theme we thought that the Shriner’s would be an interesting fit. We did choose a backup option (Friends of Guatemala), in case there were any difficulties with our original choice. The process varies from year to year, sometimes if there is an issue a member is really closely involved with (the M.S. foundation) we see that as being fitting.”

Kristine Filiak, student and 2011-2012 Special Events Coordinator said:

“We often have members of the executive team suggest charities they have a personal relationship with. Most recently we have chosen a charity that corresponded with the theme of the show” (Shriner’s Children’s Hospitals to go along with the circus theme for 2012).

Chelsea Gilbert, former student and 2010-2011 Director of Production, said:

“Last year we tried choosing a charity related to the theme of the show. Since it was an international show we had a lot of options. The leaders of FPA were all involved in the decision-making. We all did some research on different charities and presented our options to the group. We then voted if I remember correctly and made the decision to choose the charity that provides water to African villages.”

Erica Clark-Covert, former student and 2010-2011 President of FPA, said:

“I know in 2011 our runway theme was cultural/global, so it made sense to do a global charity. One of the executive board members recently learned about a local organization, and we felt it appropriate to give to that charity. I know in past years, we also donated to organizations and charities that directly affected our members or adviser.”

Alison Bennett, former student and 2009-2010 President of FPA, said:

“We based our decision on previous fashion shows done, which if I am not mistaken, it set the precedent of giving back (I believe it was the Phoenix Rising Show of 2008 in which they donated money to Stephanie Spielman's Breast Cancer Research Charity). We weren't sure if giving to the same charity every year was the route to go, and when one of the team member's family members was diagnosed with MS and modeling in the show we thought it was the perfect opportunity to raise awareness and do our part to show our support. I believe that it just varies by year, you get new students to work with and new opportunities arise that may work out better than they did the year before. Plus I think it's great to find new causes to support as a student group, it shows a willingness to learn more about issues occurring in the world to those less fortunate and gives us a chance to help.”

Lisa Bradshaw, an advisor involved in the Iowa State University annual fashion show, said:

“The Fashion Show at Iowa State does not donate any profits to charity.

Rather, money raised is saved and used in future years. That being said, we do have a service-learning event when planning the show called ACCESS Day.

ACCESS is a local women's shelter, and the day is spent at local grocery stores and Wal-Mart collecting donations. Here are the stats of what we raised at the event:

- \$45 in gift cards
- \$142 in monetary donations
- 14 pillows
- 63 rolls of paper towels
- 17 sticks of deodorant
- 76 cans of tuna
- 30 boxes of cereal
- 89 cans of food
- 29 cartons of wipes
- 3 comforters
- 10 toothbrushes
- 10 packs of garbage bags
- 5 packs of latex gloves
- 17 clothing and undergarment items

Our show last year focused on sustainability, and the set was created entirely out of donated materials. 200 plastic bottles and 2000 plastic bags were recycled after use, and 560 t-shirts were donated to local shelters after the show.”

Lu Ann Lafrenz, an Associate Professor for The School of Fashion at Ryerson University said:

“Student groups do a variety of things such as a clothing swap, clothing donations that go directly to women’s shelters etc. There is no specific course or service organization that supports the work or donates time or money to a charitable organization. Knowing the importance of giving back through service for the school, university, or community, our faculty has discussed how we might build in a percentage requirement of internship hours dedicated to service activities, but we are only in the discussion stage.”

2. What appeals to you about donating the money raised toward a charity?

“The thing that appeals to me most is that it instills the notion it is not all about us and the show; we can do something good for someone else. We can use our position to give to others” (Morgan, OSU, 2012).

“It adds another element to the event, which often attracts a larger audience” (Antolak, OSU, 2012).

“I believe in giving back and I think people are more willing to participate in something fun, i.e. the fashion show, when there is more meaning supporting it. I hope it reflects well on the OSU Fashion and Retail Studies student body that we don’t have much but we still use our talents to raise funds for others” (Filiak,

OSU, 2012).

“I think the most exciting thing about donating to a charity is knowing that you're putting smiles on others faces. I think giving back really grounds people and makes them realize how good we have it here and reminds me of whats going on around the world, outside of my bubble” (Gilbert, OSU, 2011).

“I believe, as such a large organization, giving back to your local and global community just seems right. Personally, I have always leaned towards activities that result in some sort of "giving back" and, as an organization putting on such a large event that promotes personal advancement and creativity, it seems appropriate that such large proceeds should also help others in need to advance” (Clark-Covert, OSU, 2011).

“For me it is the effort that everyone pays it forward to help out those in need, and the team bonding experience. I also think its rewarding trying to come up with fundraising opportunities that would be fun for everyone so its not just an obligatory service learning event. The whole philanthropy aspect, it puts things in perspective; having the drive to accomplish something for the sake of others is a selfless act that helps to prepare one for tasks in their career, and is a great character building experience” (Bennett, OSU, 2010).

Nikki Lapine, former student and Director of Production 2009-2010, said:

“I loved donating money to the charity, because its something that I and FPA as a whole can do to help better someone in needs life, instead of using the money other wise. And just that fact that we were able to raise enough to contribute.”

3. Why is it important to give back, and what role does FPA play when giving back?

“It is good to pay it forward because it is important that we create compassionate people/students. They will go on to have jobs and families and hopefully these lessons will carry through. One day it might be us needing some help. We hold the silent auction to raise money” (Morgan, OSU, 2012).

“So much of the organization is based on volunteers and organizations giving to us, that it only seems fitting to have to pass it along to someone more deserving” (Antolak, OSU, 2012).

“I think it is important to give back in order to remain grounded. I believe it is important to help others either in your community or outside of it. I think FPA plays a small role in giving back, but I believe it is a good practice and will grow with time. FPA chooses a different charity for each show so I think that helps to diversify who we help” (Filiak, OSU, 2012).

“It's important to give to charities because if you were in need of help from a charity you'd want other people to help too. Help others, it will make you feel good and inspire others to do the same! The role FPA plays in giving to charities

differs from year to year. The organization usually gives monetary donations and spreads awareness” (Gilbert, OSU, 2011).

“I believe it is important to give back locally and globally to give others the chance to live happy and full lives. FPA gives back to the local community by providing a creative outlet to those who would other wise never learn to sew, have their garments on a runway, or help produce such a collaborative event. FPA gives back on an international basis by providing a portion of proceeds to charities, organizations, and others in need” (Clark-Covert, OSU, 2011).

“The whole philanthropy aspect, it puts things in a humanitarian perspective; having the drive to accomplish something for the sake of others is a selfless act that helps to prepare one for tasks in their career, and is a great character building experience- I think it is important for everyone to participate in giving back. FPA is not at a non-profit org status but to show that we are students that have a great appreciation for fashion and support a cause for giving back, it shows compassion and dedication“ (Bennett, OSU, 2010).

“It is important to give back because we are not the only ones living in this world. As cliché as it may sound, to gain a better understanding and live together in this world peacefully, we have to help each other out, and live selflessly. Donating to a charity is just one way we can help people out who need it” (Lapine, OSU, 2010).

“It is important to give back because not everyone has the same privileges or opportunities. The actual show does not really play a role in giving back, but an aspect of the planning allows students in the class, as well as members of the community, to give back” (Bradshaw, Iowa State University, 2012).

4. How do you grow and learn throughout the year in FPA, knowing you are serving a bigger purpose by paying it forward through service learning?

“You grow by working more closely with the charity as the year goes on. You realize how much they depend on donations and it drives you to not disappoint them” (Morgan, OSU, 2012).

“It puts the commitment into perspective. Although I may have to be up a few hours later at night or miss out on a few social events, when you think about the children you will be inadvertently helping it makes it more bearable” (Antolak, OSU, 2012).

“It has helped me when asking corporations for donations because it’s more of a “team-up” attitude to partner a fundraiser/fashion show in order to help another organization, which is in greater need” (Filiak, OSU, 2012).

“FPA really helped me learn to respect others points of views and really listen to what other people have to say. It taught me to keep the bigger perspective in mind for the betterment of the group” (Gilbert, OSU, 2011).

“Although I believe that FPA could advance their service learning mission to something much greater, the students and members of the organization are able to grow and learn on a local basis. Production members grow to understand how much effort and energy is required to create a large production, and they learn how to organize and fundraise for an event. The designers grows to understand how much energy and time is takes to create a garment from a flat material, and they learn how to budget their personal time and money” (Clark-Covert, OSU, 2011).

“Well, heading a student organization asks a lot from one in regards to learning about organization, prioritizing and time management. And being able to organize a team to help with all aspects of planning a show, seeing it come together from early stages of development to a grand presentation- it becomes your child in a way. And watching everyone work together with that same mindset to have a great end result, all while allotting funds in the budget to be able to give back to a cause- it takes careful planning. In the end, it’s not about how much of a profit we gain from the show (although it can definitely put you in a good spot for next year), but ultimately the best feeling is knowing you made your goal for your team's donation and maybe being able to give more than originally planned” (Bennett, OSU, 2010).

“One of our main goals in the beginning of the year was to raise enough money to meet our contribution commitment, and we were driven by that, to do more

fundraisers, and get as many people to come to the event as well” (Lapine, OSU, 2010).

5. Has being a part of an organization like FPA encouraged you to embrace the importance of lifelong corporate social responsibility in the future?

“It has definitely made me see how you can use positions of power to do good things for deserving people. It will be a moral that will stick with me and hopefully all of us when we enter the job world” (Morgan, OSU, 2012).

“Yes. I think that FPA has helped shape my personal ethics more than my business ethics. The service learning done through the organization will definitely stick with me” (Antolak, OSU, 2012).

“Yes, growing up my mother encouraged charity work and donations through my church and organizations, such as Girl Scouts. Now, outside of my parents’ house and defining who I am in college, I had the opportunity to continue those works” (Filiak, OSU, 2012).

“Being in FPA did inspire me to be cognizant of charities, give back and pay it forward. It is for a good cause and others need help more than I do, whether it be monetary donations or volunteer hours” (Gilbert, OSU, 2010).

“I came into FPA with a global sense of responsibility, but being a member of the organization enhanced my feelings toward the importance of social responsibility. I knew a huge number in attendance would result in more money, which would

result in a more positive impact we could make on our global community. I continue to participate in events and organizations that actively participate in global and local social responsibility” (Clark-Covert, OSU, 2011).

“Absolutely- working for a major corporation, there are more opportunities to give back- (our HR team organizes charity events for associates all the time)- it has prepared me to plan accordingly and to recognize opportunities to give back to charity...” (Bennett, OSU, 2010).

“Before during and after FPA, I have understood the very important idea of giving back, and the corporate social responsibility. I hate that our corporations top earners make 400% more than their average worker, and get so many tax breaks. I feel that donating should not be centered around a ' tax break ' rather for the sole fact that you can and do have the means to help other people out in the world. I have donated to charities through out the years and do not keep records to submit to the IRS for a tax breaks, because my reason for doing so is to help people out, selflessly, not for a reward of some sorts” (Lapine, OSU, 2010).

6. How will it benefit you and carry forward into your future career?

“As stated before, our HR team organizes all kinds of charity events that I like to participate in (blood drives, food donations, etc). I personally will donate old lightly used clothing to charity at least 2x every year and run the Komen 5K, it

feels like without doing something that gives back to the less fortunate that a part of myself is missing” (Bennett, OSU, 2010).

“It will benefit me by being a philanthropic act, showing people that not only am I hardworking but compassionate as well” (Morgan, OSU, 2012).

“I look to be more directly involved with service organizations. Monetary donations are very important, but there is an understanding that comes from participation with a service organization. I don’t believe that employment for a non-profit will be my career path, but independently I will be much more aware of the way that I can have a service impact” (Antolak, OSU, 2012).

“As a sophomore I was heavily involved in the silent auction and it taught me many fundraising skills and how other large corporations and organizations in the professional sector do annual fundraisers all the time. Moving forward, it has also taught me to always base a fun event on something bigger; there can always be a deeper purpose for a large social event and help others in the process” (Filiak, OSU, 2012).

“It hasn't really taken effect on my job yet. Although, I will say that when applying for jobs I do look at company websites and do research to make sure they share the same ideals of giving back” (Gilbert, OSU, 2011).

“Spending an entire year dedicated to creating a successful event has taught me the importance of organization, remaining calm-headed, and conflict management. I have been able to use these skills in my jobs and when I help host other organizations’ events” (Clark-Covert, OSU, 2011).

“Knowing that we've helped someone makes us feel more satisfied in life. We will carry the need to help others in our future careers by participating in service activities within the companies for which we work” (Bradshaw, Iowa State University, 2012).

Vendors and Donors Question and Responses

1. Why have you stayed so loyal by donating to FPA and supporting the charities we choose?

Tom Rudd, an annual donator to the FPA silent auction, said:

“It is better to give than to receive... Plus, this is another visible way to show support for my wife...” (Rudd, OSU, 2012).

Courtney Leister, owner of Girls in White Dresses, who donates a gown to the silent auction each year said:

“I believe in giving back. I would not have had the job opportunities without my degree from The Ohio State University. I feel it is important that other young girls

continue to have the same opportunities. I actually really enjoy mentoring right now” (Leister, Girls in White Dresses, 2012).

2. What appeals to you about donating the money raised toward a charity?

Why do you feel it is important to give back?

“With growing pressure from the political right to shrink the size of government, the charitable philanthropic sector is becoming increasingly important as a life line for people in need. If everyone gives just a little, we can energize the non-profit sector in a substantial way” (Rudd, OSU, 2012).

“Simple. I believe what goes around comes around” (Leister, Girls in White Dresses, 2012).

3. Has donating to our organization encouraged you to embrace the importance of lifelong corporate social responsibility in the future? How has it benefitted you in your career?

“Corporate social responsibility is just an extension of personal social responsibility and I have always embraced the concept of personal social responsibility” (Rudd, OSU, 2012).

“Right now I am pretty much a one woman store so I do what I can to donate. In the future as my company grows, yes I will continue to donate. My background was at Limited Brands, and they taught me a lot about the importance of giving back. I would say in terms of benefitting my career I am

a really small store so any advertising such as FPA's fashion show is always great for business and word of mouth" (Leister, *Girls in White Dresses*, 2012).

Chapter 7

Conclusions and Recommendations

FPA has become an organization where students and vendors take notice that special event planning can have a higher purpose than the actual design show itself. They benefit from the good they are doing for a specific charity each year by giving back. Research from past and former students and loyal vendors who donate to the silent auction confirms how the organization benefits by giving back. It not only benefits individual students at The Ohio State University, but it benefits them with long-term commitments to corporate social responsibility. Students have been drawn to companies after graduation that choose to give back and undertake service learning because they have learned the importance of “paying it forward.” It makes them feel good putting others before themselves because there are others who are less fortunate.

You can tell from the each student’s response that an increased sense of self-efficacy can impact social challenges, problems, and needs experienced in the professional world. The students that are a part of FPA have shown an ability to work in teams with, specifically, event planning abilities. There is also an enhancement of civic engagement skills and behaviors, and many companies these days make an effort to push the importance of corporate social responsibility and service learning.

FPA, as a student organization, has benefitted from service learning in a variety of ways. They have made many connections through vendors and students who have gone on to work at many different companies. It has cultivated connections between FPA, vendors, parents, and other community groups. It has increased different volunteers’ and

donors' levels of engagement with our organization and design show. The leadership we present to our audience and the satisfaction we have with our own work at the end of the year are a couple of aspects that add to our success.

By growing through service learning with FPA, it gives the students supportive relationships and an opportunity to belong to a group with a sense of being a part of something bigger than the design show. It is an integration of family, school, and Columbus community efforts. The students and vendors are motivated and engaged in making, not only the design show, but the silent auction a success. They share their time, effort, and talent in support of the organization's mission to give back to a charity each year. By working toward a larger cause, raising money, and receiving donations throughout the year, we are really creating a new generation of volunteers for either our organization or a student's future at another company. Each year the students bring a new energy with new creative ideas to FPA, which culminates in a design show and successful silent auction.

Being a part of FPA for the past four years has taught me so much as an individual and as a part of a group. I came into FPA just thinking the organization was for the design and production of a fashion show. I had no idea I would come out learning so much more by being a major part of the silent auction aspect side of the show.

In the 2010-2011 school year, I was a committee head for the silent auction. I knew the great amount of work it takes to plan an aspect of the show such as the silent auction that is not only fun for the audience but also successful. This position appealed to me because throughout my years at Ohio State I have become a leader in the Fashion and

Retail Studies program, and I love planning special events and teaching others the importance of making a difference at your school and in the community. I came to Ohio State eager to get involved, become a leader in different organizations, and make connections with faculty members early on in the program. It truly has made all of the difference for me as a student and I have absolutely no regrets. I surrounded myself around great people and wonderful experiences that have made me who I am today.

Being a part of the production team for FPA for four years, I have grown each year, learning from the “rights and wrongs” that are bound to happen. I have a new appreciation for service learning, unexpectedly, from being a big part of FPA. I personally feel a great connection with the importance of giving back and hope to continue to seek opportunities in my future to make a difference through corporate social responsibility. I was glad to see other current and former students agreed with me from their answers to the research questions. It is great to see the interviewees have experienced the same positive effects as I have. I feel like I have accomplished something great when I pay it forward and give back to a charity or the community. I hope to also be a positive influence on others by actively participating in philanthropic events throughout my life. It’s so important to encourage people to look beyond the classroom and their job and be aware of the service learning opportunities in the community.

FPA and the silent auction has taught me that when you give back, the biggest and sole reward is the realization that you’ve made a significant and positive change in someone’s life. Service learning never has seemed like an obligation to me because it’s something that I enjoy, and I feel as though we have a responsibility to provide support for those who may need the help. It has forced me to step outside of my comfort zone and

take initiative as a student leader. In the end, service learning is about helping others, but more importantly, about gaining an understanding about each other with a sense of human compassion.

My honors thesis has really reinforced the importance of service learning and corporate social responsibility in my life and the lives of others. I have personally experienced and researched others who have experienced the passion that goes into preparing a special event like the FPA design show and the passion that goes into giving back to a charity each year. It is a consistent experience felt by all former students and donors, who model CSR for their employees. I am so lucky to have found an organization at Ohio State that I have loyally been a part of for four years, which combines my love of fashion with my new enthusiasm in giving back to others through service learning.

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